

POSITION VACANT

Junior Social Media Manager.

Job type: Full-time, permanent, Monday-Friday 9am-5pm
[job share and part-time considered]

Salary: £18k – £22k

Location: Based at our Lincoln HQ - Remote working temporarily due to COVID-19

Closing date for applications: 31st October 2020

Shortlisting notifications: 5th November 2020

1st stage interviews: 9th – 11th November 2020

2nd stage interviews: 18th – 20th November 2020

To apply, email your CV and a covering letter detailing how you fit the personal specification to hello@social-change.co.uk

Job purpose:

01. To be the 'go to' expert on all matters related to social media marketing maintaining pace with changes to the platforms
02. To build awareness on social for our clients by developing and executing evidenced and well thought out social media marketing strategies and plans - embracing innovation and creativity
03. To deliver impact and work that makes a difference to people, communities and the planet

04. To market our own business on social, ensuring we lead and not follow when it comes to social media execution
05. To inspire change and action using established and new and emerging social media marketing tools and techniques
06. To increase fans, supporters and followers – online and offline, for our clients and our own channels, increasing engagement across all channels month on month

About your job:

Your job is to use your knowledge and skills in social media management for good, inspiring action and engagement on important issues and campaigns. You will be responsible for developing social media strategies, using the latest intelligence and creative techniques to meet marketing goals - such as increased engagement, greater leads and brand awareness. You will produce engaging content, analyse data, facilitate great customer service and manage projects and campaigns where social media is a key channel for communication and engagement.

To succeed in this role you have to know everything there is to know about social media: Facebook, Instagram, LinkedIn, TikTok, Twitter, Pinterest - and many more that are bound to come along. You will use this intelligence and understanding to enhance marketing strategies and plans, provide recommendations, test and pilot new ways to engage different audiences and be creative with client accounts.

You are a multi-tasker who can manage a number of accounts simultaneously and you lead on the design and delivery of our client social media strategies, working to improve and boost visibility and engagement and working in a cohesive way with the wider marketing and communications team to achieve marketing goals.

Job function:

- Perform research on current benchmark trends and audience preferences to design and develop social media strategies;
- Set goals to increase brand awareness and engagement for our client accounts;
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news) across a range of social media channels such as Facebook, Twitter, Pinterest, TikTok and Instagram, understanding in great depth how they work and how they can be used to maximum effect;
- Plan content and delivery and use tools like Hootsuite and Buffer to manage multiple social media channels;
- Develop and manage social media campaigns as part of a bigger marketing campaign where social is just one channel;
- Be responsible for paid social media advertising, placing adverts and monitoring performance, undertaking A/B split testing and adjusting strategies in response to real time data and feedback;
- Write engaging articles, blog posts, and guides as part of a content marketing strategy;
- Create, or work with our in-house design team to design and deliver engaging multimedia content;
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and layout);
- Commission photography for use on social;
- Identify and form key relationships with influencers across the social media platforms;
- Manage and facilitate social media communities by responding to social media posts and developing discussions;
- Monitor and report on performance on social media platforms using tools such as Google Analytics, setting and meeting specific objectives and report on ROI;
- Regularly update your skills and knowledge on social media and bring innovative ideas to our campaigns and projects. Working as a social media marketing manager you'll need to keep your knowledge and understanding of platforms and tools fresh;
- Educate other staff on the use of social media and promote its use within our business;
- Regularly liaise with clients via telephone, email, conference calls or face-to-face.

Person specification:

- Qualifications or CPD in Marketing, Advertising, Communications, Public Relations, Journalism, Creative Writing, English, Business, or a Related Field;
- Proven experience as a Social Media Manager or equivalent experience working in marketing, communications and PR where social was/is a channel used frequently;
- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers;
- Strong editing and writing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques – excellent copywriting skills;
- Demonstrable skills and experience in writing for different audiences, in different voices;
- Be highly creative and imaginative;
- Excellent presentation skills and organisational skills;
- Hands on experience in content management;
- Knowledge and understanding of algorithms and search engine optimisation [SEO];
- Creative skills for contributing new and innovative ideas;
- Strong verbal communication skills for articulating ideas to colleagues and clients;
- Organisational skills, with the capacity to prioritise and work across multiple projects;
- The ability to work well under pressure and meet deadlines;
- Data analysis skills and statistical prowess to draw actionable insights - Analytical and multitasking skills;
- Online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with potential and actual customers;
- An eye for detail and the ability to work accurately;
- Familiarity with web design and writing for websites;
- Excellent team work and networking skills;
- Must maintain and advance professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies and can demonstrate Continued Professional Development (CPD).

Basic competencies

- Excellent verbal (oral) and written communication skills with an ability to communicate with different audiences, at different levels, communicating face to face, via telephone, email and via social media, demonstrating strong listening skills and excellent visual awareness;
- Can spell, proof and correct own work and produce their work to the expected quality standards without supervision, and possesses excellent attention to detail;
- Exceptional organisational and time management skills with the ability to prioritise and structure work schedules (calendar blocking), updates status of all work on a daily basis using company software/ technology and can effectively use time management software to record time on tasks and projects, with a strong ability to work quickly under pressure and manage deadlines and priorities;
- Can work on multiple briefs or projects at any one time, moving from one to the other with relative ease;
- Maintains and updates customer databases (CRM);
- Adheres to company policies, procedures and processes with ease and remains current and up to date;
- Able to work as part of a team as well as independently to problem-solve using own initiative.

Knowledge and understanding - basic level

- Understands what social marketing is;
- Understands what cause marketing is;
- Understands the difference between social research and market research;
- Understands the difference between qualitative research, quantitative research and ethnographic research;
- Understands what UX/ UI is;
- Can confidently deliver an elevator pitch;